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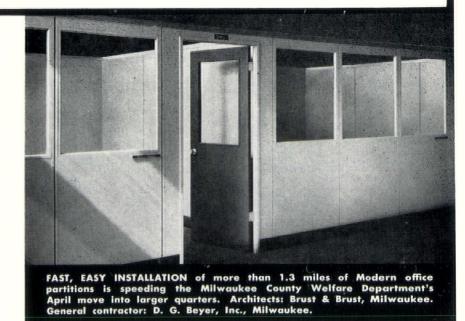


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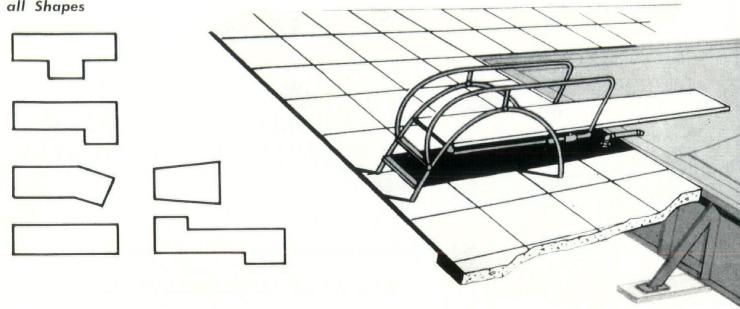
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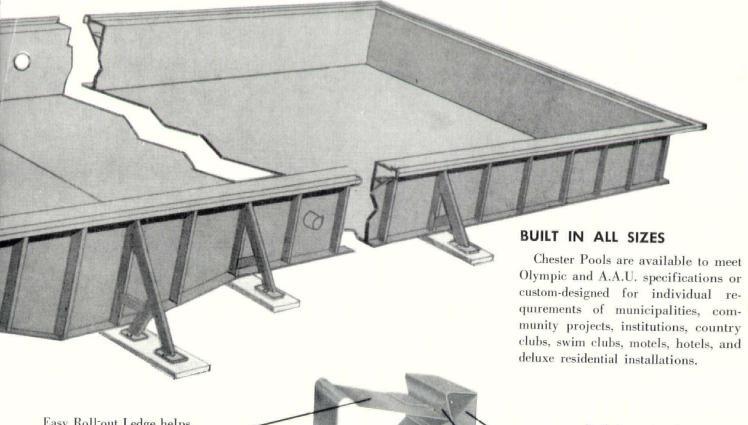
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The jurors of the 1964 Honor Awards Program, sponsored by the Wisconsin Chapter, A.I.A., Robert G. Cerny, Ambrose M. Richardson and Malcolm M. Williams, selected eight buildings from forty-eight submitted, for this year's Honor and Merit Awards.

Generally commenting they stated: "General quality of submissions was much higher than in the past. Encouraging to see improvement. Upgrading of

work is dramatic - very dramatic. Forty designs rejected - made too great an effort to bend walls - confused jumble of materials - recommend study of Children's Treatment Center (Weiler and Strang and Associates) to show how simplicity can produce good architecture. Each folder reviewed separately — by each juror — selections tabulated and were remarkably unanimous in those that were reserved for final judgment."

John J. Flad and Associates, Madison, received the two only Honor Awards, for The Edward Burr Van Vleck Mathematics Building and The Rehabilitation and Psychiatric Addition to Madison General Hospital. John J. Flad and Associates also received a Merit Award for Robert M. La Folette High School in Madison.

The five remaining Merit Awards were given to: Von Grossman, Burroughs and Van Lanen, Milwaukee for the North Service Center, Milwaukee Gas Light Co.; Weiler and Strang and Associates, Madison, for A Children's Treatment Center, Madison; Grassold-Johnson-Wagner and Isley, Inc., Milwaukee, for Hilldale Shopping Center, Madison; Architects III, Milwaukee, for King of Kings Lutheran Church, Milwaukee and Peters and Martinsons Associates, Madison, for Production Credit Association of Juneau.

1964 HONOR AWARDS	10
UWM, MORE THAN AN IMAGE	13
CHAPTER NOTES	14
WIS. ARCHITECTS FOUNDATION	14
NEWS NOTES	17
WELCOME ABOARD	18





ARCHITECT

MAY, 1964

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1964 HONOR AWARD

edward burr van vleck mather john j. flad & assoc., architec



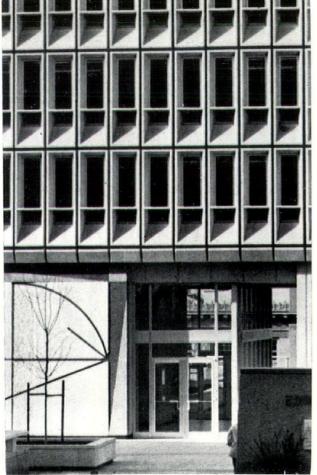
JURORS COMMENT:

"Ingenious adjustment of complicated elements to a difficult site. Sense of pedestrian space and student assembly areas has created its own environment in spite of all the other buildings. Excellent sense of monumental treatment in staircase. Nice scale to exterior — serves as focal point from several surrounding buildings. Architect commended for attempt to bring art form into building but execution falls short."

PROBLEM:

To provide: (1) office, classroom, lecture and library facilities for a university mathematics department, (2) laboratory and library space for the physics department connected to adjoining physics building; (3) an interdepart-







building, university of wisconsin, madison ngineers

mental reading room for use by students of any department; (4) and improved campus circulation through the site with integrated exterior meeting and relaxation area. The above elements were to be provided in a relatively small area of the campus, enclosed on all sides by other buildings and a site which had a slope of 50 feet.

SOLUTION

Starting at the south end of the site and at the lowest level, moving uphill to the north, the following facilities were provided: (1) the underground physics laboratory, connected to the adjoining physics building to the south. This building is topped with a waterproofed posttensioned concrete slab with earth fill above; (2) the three story classroom

"base" building accommodating 1,500 students. Within this building are various size classrooms, two 300 seat lecture halls and 7,000 square feet of library space and reading room which extends through the "roof" of the building for an additional story; (3) The plaza which is a unifying element between the classroom "base" building and the tower building. This plaza, which is the "roof" of the classroom building, is post-tensioned concrete slab and is decorated and landscaped; and (4) the tower building which is eight stories and provides office space for faculty members, teaching assistants, departmental administration offices, seminar and conference rooms.

Additionally, extensive walk, stair and retaining wall work was provided to im-

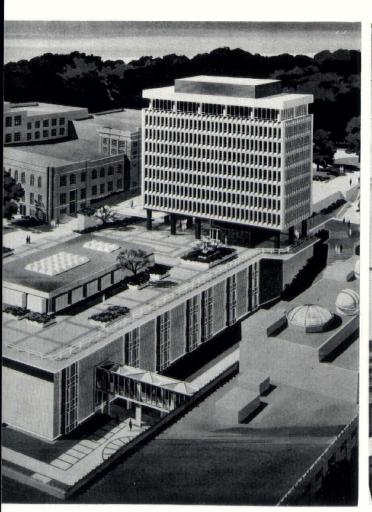
prove the circulation in all directions through the area.

SPECIAL FEATURES:

(1) The use of post-tensioned concrete slabs in two locations as described. (2) The light well through all floors of the library-reading room section. (3) The concession made to campus circulation such as the omission of a full first floor for the tower, the protrusion of the library element through the plaza to provide entrance from that area and the bridge between the mathematics classroom building and the physics building to allow exterior foot traffic below and a maximum of natural light to both buildings.

The total floor area is 125,000 square feet.

PHOTOS: WILLIAM WOLLIN





1964 HONOR AWARD

rehabilitation & psychiatric addition, madison general hospital john j. flad & assoc., architects & engineers

JURORS COMMENTS:

"Nice control of window treatment — friendly for hospital. Orderly, clear treatment of nursing floor in plan. Discipline of bay windows and exterior treatment was good. Admired restrained effort to bring human amenities into a clinical environment. Lighting treatment shows thought for patient, care and integrated as a part of the design. Landscaping in court attractive. Nice use of limited materials. Functional elegance of bedrooms."

PROBLEM:

Construct wing addition to present hospital to incorporate a 40 bed acute Psychiatric unit and a 40 bed Physical Medicine and Rehabilitation Center programmed for multiple disability patients with supporting therapeutic facilities. The original 1902 portion of the hospital to be

demolished and new structure erected on site physically joined at basement and other floor levels to the general hospital. The new addition would use the same boiler facilities as is used for the existing hospital. The present hospital laundry, dietary and admitting departments would be used for the new unit.

SOLUTION:

First floor: Air conditioning equipment, storage, employee locker rooms, future Central Sterilizing and future pharmacy:

Second floor: Area for physical therapy consisting of hydrotherapy, massage and gymnasium; occupational therapy; speech and hearing therapy; pre-vocational testing and counseling; activities of daily living; administrative offices.

Third floor: 40 beds for physical medicine and rehabilitation patients. Day-

room space provided for recreational therapy and dining.

Fourth floor: 40 psychiatric beds. 6 beds used as "security" and rest considered open beds. Ample space provided in dayroom for group and individual recreation and patients dining. The gymnasium on second floor is used by psychiatric patients.

Fifth, sixth and seventh floors: Shelled in for future expansion with 5th floor roughed-in mechanically for 40 medical-surgical beds.

SPECIAL FEATURES:

Sun deck provided for rehabilitation patients. Air conditioning throughout with fan coil units recessed in bay windows to minimize obstructions and provide a greater range of visibility for patients.

PHOTOS: WILLIAM WOLLIN











■ UWM MORE THAN AN IMAGE

The Milwaukee Sentinel voiced its concern about the development of the University of Wisconsin-Milwaukee campus in a recent brief editorial entitled "UWM Image." This editorial dimly criticized existing buildings and viewed the campus plan (prepared by the Department of University Planning and Development of the UW-M) before the plan is either completed, presented to The Board of Regents or published.

We have asked Dr. J. F. Mangiamele, Director of the Department of Planning and Development, UW-M, to express the views and basic "philosophy" underlying the preparation of the campus plan. The plan was prepared by thoroughly trained professionals who staff the Department.

DR. J. F. MANGIAMELE

Director

B. A. from University of Omaha M. A. from University of Nebraska

Master of City and Regional Planning from Cornell University

Ph.D. from University of London, England Five years as planner and urban renwal dircctor for the city of Omaha

Two and a half years planner, Town Development Division of London County Council, England

WILLIAM J. MURPHY

Architect-Planner

B. A. from University College, Dublin, Ireland

Master of Civic Design, University of Liverpool, England

Associate member of the Royal Institute of British Architects

Associate member of the Town Planning Institute

Associate member of the Wis. AIA

Assistant Architect, Sir William Halcrow and Partners, London

Architect with London County Council, Planning Division

Since 1963, University of Wisconsin-Madison

MICHAEL ELLISON

Landscape-Architect

Building Diploma, School of Building, London Certificate, Landscape and Planning, University College, London

Certificate, Design of Street Furniture, University College, London

Member of Institute of Landscape Architects,

Member of Architectural Associates, London Secretary of New Architecture Group, London London County Council Parks Department Project landscape — architect, Hook New

Project landscape — architect to the London County Council, Architects Department, Town Development Division

Landscape — architect for Robert Matthew, Johnson, Marshall and Partners, London

MAYNARD W. MEYER Planning-Consultant

Town Study

B. A. Yale University

M. A. Yale University

City Planning and Group Building Design. Eliel Saarinen, Cranbrook Academy of Art Member of American Institute of Architects American Institute of Planners

American Society of Planning Officials Construction Specification Institute

A.I.A. Matcham Fellowship for graduate work at Yale University with emphasis on Advanced Structural research, design and formulation of Architectural Programs for large projects

Instructor in City Planning Courses and Architectural Design Critic, School of Architecture, Yale University.

Organized new Department of City Planning for the City of New Haven, 1941-43 Director of that Department. Prepared original (and now guiding) Master Plan for the City of New Haven, Connecticut in conjunction with Maurice E. H. Rotival, Planning Consultant and Professor of Planning, Yale University.

The main emphasis in planning a university is to provide academic facilities for the student and to create an environment for learning.

However, attending a university is a way of life, a total experience and an important stage of human development. Therefore, in planning an urban university these factors become even more vital; for this challenge is that of developing a totally man-made environment — an urban university within an urban setting. Under these conditions, the need for considering the relationships of buildings to each other becomes even more significant and the social art of architecture and planning becomes more obvious than before.

The architecture of the University of Wisconsin at Milwaukee is not set within a pastoral scene or rural-like campus, so familiar to us in this country, nor will the buildings be intended to serve as back drops for trellises and ivy. On an urban campus the man-made environment is total and complete. And the challenge to the professional person is not to establish the serenity of a pastoral scene but the creation of an urban environment through closer relationships of buildings and honestly expressed architecture. For good architecture is the result of honest construction.

The creation of an urban environment requires a professional understanding and feeling for urban character. This affinity for urban quality is not common in many parts of the country. Cities and campuses generally reflect the disorder which results from the original abundance of land. The limited supply of land of European cities, for example, results in a compact development and an architectural order or urban quality dictated by the need to make intensive use of the land.

The buildings standing on the UWM campus today do not yet reflect the urban order which obviously will be needed. But this order is being created. As more buildings are added, the compactness and urban quality now being developed by professional planners and architects, will be revealed.

In unsophisticated and less cosmopolitan areas, the professional architect does not command the respect that his profession deserves. In a democracy, where every man's vote contributes to very important political decisions, the layman is inclined to believe that his own opinion on all things is as intelligent and as sophisticated as that of the professional man. Thus he is quick to criticize what he does not understand. The dilettante too, exercises little restraint in the criticism he makes.

As the UWM develops during the next few years of rapid growth, the eyes of many people will be focused on important changes in the UWM campus. A Department of University Planning and Development has been established on the UWM campus. It is the responsibility of this department to create a campus of high urban quality. In addition to its staff of professional people with training and experience from both here and abroad, the department is also reinforced by the counsel of a well-seasoned Milwaukee consultant and architect-planner, Maynard Meyer. His firm is credited with the design of one of the most outstanding buildings on the campus, the UWM Student Union.

Within the next decade a large number of buildings will be constructed on the UWM campus, mainly by Wisconsin architects. The campus should be the pride of all Wisconsin and it ought to be the pride of those architects directly involved. In a tremendous project of this wide scope, not every hope will be completely fulfilled - there may be some who will be disappointed. However, it is the job of all the professional people, who will have the opportunity to create a university that is expected to remain for generations, to stand firmly on their professional principles. If such principles are placed before business interests, we can make great strides against architectural conservatism and the timidity which is often around us. The architect must remain strong to carry out good ideas and avoid the pitfalls of "architecture by committee."

Officials who are concerned with the financing of such a huge campus development program usually emphasize the need for economy. This serves as a healthy discipline on the architect and keeps him focused on essentials and honest architecture. Although a situation which eliminates frills is perhaps necessary, just how far one should go in applying such economies is critically import-

(Continued on next page)

UWM MORE THAN AN IMAGE

ant. The result may be a type of austerity and cheapness undeserving of the students and the citizens to be served. Both the economies and the controls placed on the architect should not be allowed to restrict his free exercise of the art

It is hoped that architects, planners, landscape architects and all the professional people involved in this venture can be encouraged to bring out the best that is within them and also to experiment with high quality design. It is the business of the professional architect, state officials, university administrators, the university campus planners and the people of Wisconsin, especially, to demand high quality architectural design so that we may be able to experience and judge what is good. It would be unfortunate if our society should so disregard esthetics that we would no longer be capable of judging what is good or bad or possess well founded opinions.

These are the duties and responsibilities that those of us involved in the development of a great university at Milwaukee have to our children and to the students of future generations. We must not deny them real esthetic standards. We must provide the future generations with an ability to discriminate between good and bad architecture. It is our duty to provide our children and future students with good examples of what is truly a social art; we must provide all of our citizens with a basis for eliminating ugliness and the bad habit of accepting ugliness so readily.

The development of a great university at Milwaukee not only gives us the opportunity to provide a high standard of education for our children, but provides us with the opportunity to study architecture as a whole. If more and more of us are to live within urban settings in the future, we should not be required to live among a jumble of unrelated buildings. We have the opportunity here at Milwaukee to establish a basis by which we may judge the type of urban environment we want for our future.

It is only fair that the professional people involved in this development be given every form of encouragement and, although art thrives on criticism, it must be remembered that criticism must be responsible. Officials must be patient, and not overly frugal nor extravagant. The communications media must be tolerant. Citizens must develop an air of expectancy. The architect and the planner must accept their responsibility with sincerity and high professional ideals.

chapter notes

The Executive Committee of the Wisconsin Chapter, A.I.A. met on March 20, 1964 at the Park Motor Inn, Madison with the following present: Leonard H. Reinke, Emil Korenic, Allen Strang, Lawrence Bray, Robert Cashin, Joseph Durrant, Roger Herbst, Paul Graven, Norman Sommers and William Wenzler.

Most of the Chapter Sections have no meetings scheduled during the month of April, due to the Wisconsin Chapter, A.I.A. annual convention. Past meetings of the Sections were reviewed and discussed.

Membership matters were considered. Seven applications for new memberships or advancements were approved.

James McMichael, Executive Director of the Wisconsin Commission on Aging reported on the recent hearing on Nursing Homes. He mentioned that the information gleaned from the hearing was very helpful to the people concerned with changing and modifying the standards for homes for the aging and nursing homes in the state of Wisconsin.

A final report was made on the 1964 convention. Except for several minor details the entire program is complete and well organized. Sheldon Segel received the appointment of the 1965 Convention Committee

The Agenda for the Annual Membership Meeting was formulated and approved at this meeting of the Executive Committee. A special report from the Wisconsin Architects Foundation on a Curriculum of Architecture will be a part of the Agenda.

It was announced that Victor Gilbertson had received the nomination for North Central Region Director, succeding Julius Sandstedt. This nomination was made at a meeting of the North Central Region Officers' Council on March 19, 1964.

President Leonard Reinke had attended a meeting of the State Organization Presidents, sponsored by the Institute in Washington D.C. Common problems of the Chapters were discussed at the Institute headquarters.

Nominations for Chapter Awards of Merit and Citations were referred to the Primary Officers' Committee for resolution.

Some decisions are required next month on how to resolve the prevailing difficulties and confusion in obtaining acceptance and plan approvals when several agencies are involved.

The meeting was adjourned at 4:15. p.m.

wis. architects foundation

PRESIDENT'S REPORT

In its eleventh year, Wisconsin Architects Foundation pursued its ultimate goal, that is the establishment of a curriculum of architecture in the University of Wisconsin. To set the wheels in motion, the Foundation presented President Fred Harrington with a letter of intent last September, outlining the assistance it was prepared to offer to achieve this much needed facility; namely, a pledge of \$10,000 of its funds by way of earnest intention; the nucleus of an architectural library; assistance in the formulation of a unique curriculum to qualify for national accreditation; the solicitation of necessary funds from State organizations and individuals interested in education; and future scholarship assistance in lieu of current tuition grants.

In response, Dr. Harrington formed a committee of four, headed by Dr. R. L. Clodius to study the possibilities. In February Dr. Clodius issued the following statement:

"In response to Wisconsin Architects Foundation's request to initiate a curriculum in architecture at the University of Wisconsin, Dr. R. L. Clodius, Vice President for Academic Affairs, has appointed a faculty committee to look into the matter. The committee is currently updating an earlier feasibility study made in 1960 and is taking a fresh look at the prospects of establishing a program which will meet the educational needs of architecture in the State of Wisconsin sin."

In talks I have had with members of the committee, I have been kept informed of their activities in studying architectural education thruout the country, and their long view consideration of the possibility of a program of environmental design.

Continuing its interim program of tuition grants, the Foundation's Directors approved the expenditure of \$3600 to help nine needy Wisconsin students for the academic year 1963-64. The letters of appreciation we continue to receive from both the students and their faculty indicate that a grant of \$400 a year is often the assistance needed to tip the scale in favor of the student continuing his education.

Last fall a comprehensive study of the fifty-four accredited schools in the United States was made to ascertain the names, Wisconsin addresses and term of the Wisconsin students enrolled. The survey revealed 160 such students. How many potential students were defeated by the heavy cost of matriculating out-of-state?

Information received from the Associated Accredited Schools of Architecture shows costs ranging from \$1500 to \$5000 a year for tuition, fees, room and board. These facts were published in the March issue of WISCONSIN ARCHITECT.

Incidentally, we have won an enthusiastic ally in our State publication. In the past six months the Foundation has been afforded a full page monthly with excellent cooperation by the editor. The Foundation's Directors are most grateful. I take this opportunity to urge readership by all the State members as we are making every effort to keep you informed of our activities.

Annual awards in the arts closely associated with architecture were made on our jury's selection of a painting at the Annual Wisconsin Painters and Sculptors Exhibition and an enameled copper bowl at the Wisconsin Craftsmen Exhibition at the Milwaukee Art Center.

The Foundation also continued its sponsorship, criginally encouraged by Karel Yasko, by contributing to ACSA-AIA Project 17, Summer Seminar for Teachers of Architecture held at Cranbrook, Michigan.

In order to spear an increase in contributions from the State architects and their friends on whom the Foundation's funds must depend, a Special Account was established and publicized, earmarkfor the future school of architecture. Sustaining Contributions were solicited by an insert in the State AIA Dues Notice.

Fund-raising at Christmas was attempted a second time through the sale of greeting cards, designed with a print by a young Wisconsin artist, and request for contributions from corporate members and organizations associtated with the profession. It was significant that a number of unions and both the "Daily Reporter" and "Wisconsin Builder" responded, and three other organizations established a promised annual contribution.

W.A.L. Western and Southeast Sections proved themselves superior again in the matter of fund-raising for the Foundation. One-half of the Western Section's contribution of \$1400 was designated for the Special Account, and one-half of Southeast W.A.L.'s \$1000 contribution was invested for future scholarships; the remainder of both contributions for tuition aid. Speaking in behalf of all the Directors of the Foundation, we are most grateful for W.A.L.'s excellent support.

ROGER M. HERBST, President

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news notes

The Wisconsin State College in Whitewater has scheduled a conference on "New Teaching Media and School Design" on June 22, 1964. All architects are invited to attend. Registration at the Student Union from 9 a.m. - 9:30 a.m. Dr. Ted Cobun, Audio-Visual Coordinator, Niles Township High School, Skokie, Illinois will speak from 9:30 a.m. 10:30 a.m. on "The New Media - A Challenge to School Planners." Three sectional meetings are planned from 11 a.m. - 12:15 p.m. on "The New Media and Library Planning" with Miss Ruth Scheel, Librarian, Granville, Wisconsin, High School Student Union. "Team Teaching and School Design" with Mr. Richard G. Woodward, Ccordinator of Instructional Services, Lexington, Massachusetts, Public Schools (Co-author of Team Teaching in Action.) Auditorium, W. P. Roseman Campus School, "The Educator and the Architect - Developing a Program" with Leo Hilfiker, School Buildings and Planning Supervisor, Department of Public Instruction, Madison, Wisconsin Student Union. From 1:30 - 2:30 p.m. William Brubaker, AIA, Perkins and Will, Architects, Inc., Chicago

will speak on "The New Media — A Challenge to Architects". Mr. Brubaker is Co-author of Planning Schools for New Media. For further information please contact: Richard J. Brown, Vice-President, Wisconsin State College, Whitewater, Wis.

Are you a historically minded architect? If so, you might want to subscribe to a new publication entitled THE PRAIR-IE SCHOOL REVIEW. This scholarly monogragh is devoted to the history and development of the Prairie School of Architecture. It includes photographs. measured drawings, book reviews and preservation information. The first issue is devoted to George W. Maher, future issues will discuss existing Prairie School architecture, individual buildings and various personality studies. It is felt that this monograph will fill a need by providing a forum for criticism, analysis and study of the first genuine American architecture. The Prairie School Review will be issued quarterly. Initial subscription price is \$5.00 per year, single copy \$1.50. W. R. Hasbrouck, Editor and Publisher of The Prairie School Review, solicits manuscripts concerning the Prairie School of Architecture and related arts. For further information contact: The Prairie School

Press, 117 Fir Street, Park Forest, Illi-

The National Capital Planning Commission has announced publication of the first of a series of historical studies of Government buildings in Washington, D.C. This study, devoted to the Pension Building, may be purchased at 20 cents a copy. For further information contact: Mrs. James H. Rowe, Jr., National Capital Planning Commission, Washington, D.C. 20576.

The State of Wisconsin Registration Board of Architects and Professional Engineers has announced the following:

On April 1, 1964 the Wisconsin Registration Board of Architects and Professional Engineers entered an Order reprimanding Herman S. Holzmiller, Professional Engineer of Baraboo, Wisconsin, for failing to properly assume his professional responsibility in regard to the remodeling and construction of a motel at Elroy, Wisconsin.

It was the determination of the Board that Mr. Holzmiller had delegated his professional responsibility in the preparation of plans and in the supervision of construction to an unregistered person, and that such action was not in accordance with the Registration Statutes and Rules of the Board.

(Continued)

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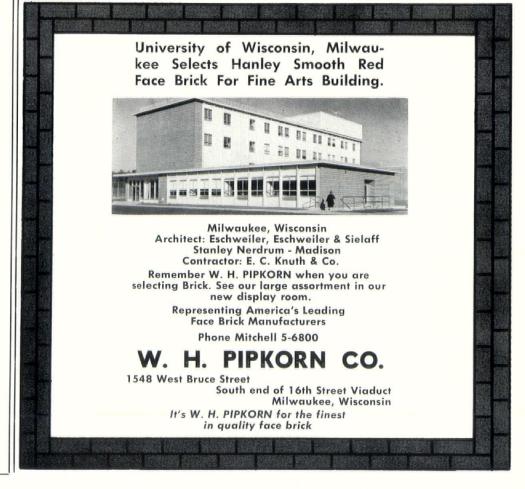
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The Certificate of Registration as a Land Surveyor in the State of Wisconsin of Lloyd B. Howard of Waukegan, Illinois was revoked by the Wisconsin Registration Board of Architects and Professional Engineers on April 1, 1964.

The Board found that Mr. Howard was engaged to make a plat in Kenosha County, Wisconsin, and that in preparing such plat he made mechanical errors, misclosures, and placed improper monuments. It was also found, as a result of a field check by the State Board of Health and the Department of Resource Development, that the soil borings and percolation tests submitted by Mr. Howard did not represent the correct soil conditions and topography of the land.

The certification as Engineer-in-Training of Richard C. Thern of 505 Main Street, Oshkosh, Wisconsin, was suspended effective March 5, 1964, for a period of 90 days, by the Wisconsin Registration Board of Architects and Professional Engineers.

The action was based upon the judgment of the Circuit Court for Dane County and the County Court for Dodge County, in both of which cases Mr. Thern was found to have practiced and offered to practice architecture and professional engineering without first having been duly registered with the Board as an architect or professional engineer.

welcome aboard

CORPORATES RUDOLPH RECHLE, AIA

Transferred from the Chicago Chapter, 4.I.A., to the Wisconsin Chapter, A.I.A. Resides at 4325 Hillcrest Drive, Madison. Is with the Bureau of Engineering, Division of Architecture, State Office Building.

JEROLD W. DOMMER, AIA

Transferred from the Iowa Chapter, A.I.A. to the Wisconsin Chapter, A.I.A. A partner in the firm of Durrant and Bergquist, Watertown office, located 113 North 3rd Street, Watertown.

GORDON D. ORR, JR., AIA

Transferred from the Mid-Florida Chapter, A.I.A. to Wisconsin Chapter, A.I.A. With the Bureau of Engineering, Division of Architecture, State Office Building, Madison. Formerly practiced in Winter Park, Florida.

NOBLE E. ROSE, AIA

Transferred from the Northern Illinois Chapter, A.I.A. to Wisconsin Chapter, A.I.A. Office - Suite 312 Strong Building, Beloit, Wisconsin. Was previously a member of the Wisconsin Chapter, transferred to Northern Illinois.

CHARLES E. SAZAMA, AIA

Born: Milwaukee, May 7, 1934; Re-

sides 1315 South 37 Street, Milwaukee; Firm: Grellinger-Rose Associates, Inc., Milwaukee. Advanced from Associate membership.

NORMAN FRED SOMMERS

BORN—March 19, 1923, Marshfield RESIDES—5565 North Shore Drive, Eau Claire

FIRM—E. F. Klingler & Associates, Eau Claire

DEGREE—B.A.E., Washington State
College

Advanced from Associate membership in the Wisconsin Chapter, A.I.A.

ASSOCIATES

RONALD A. LARSON

Born: Madison, July 26, 1928; Resides; Monticello; Firm: Steinmann Architects, Monticello.

DON E. KNOBLAUCH

Born: Milwaukee, October 11, 1909; Resides: 8022 W. Dixon Street, Milwaukee; Firm: Brust & Brust; Degree: University of Illinois.

NEW ASSOCIATE MEMBER RICHARD J. KNOTHE

Resides: 414 Rushmore Lane, Madison; Born: La Crosse, March 20, 1930; Firm: Krueger, Kraft and Associates, Madison; Degree: BSAE, Iowa State College. Advanced from Junior Associate membership.



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